



Retail Goods and Services Expenditures

Prepared by

Counties: Fayette, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Southern Satellites	59.7%	Population		18,120	17,879
Rural Bypasses	13.3%	Households		7,557	7,545
Simple Living	7.8%	Families		5,291	5,189
Rustbelt Retirees	6.6%	Median Age		40.5	41.8
Rooted Rural	5.5%	Median Household Income		\$32,968	\$36,726

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	49	\$1,354.72	\$10,237,598
Men's	51	\$254.83	\$1,925,738
Women's	47	\$454.70	\$3,436,156
Children's	58	\$254.23	\$1,921,245
Footwear	44	\$224.52	\$1,696,692
Watches & Jewelry	46	\$91.74	\$693,242
Apparel Products and Services ¹	50	\$74.70	\$564,525
Computer			
Computers and Hardware for Home Use	51	\$112.66	\$851,341
Software and Accessories for Home Use	46	\$13.82	\$104,418
Entertainment & Recreation	58	\$2,005.71	\$15,157,138
Fees and Admissions	44	\$270.51	\$2,044,213
Membership Fees for Clubs ²	46	\$73.10	\$552,443
Fees for Participant Sports, excl. Trips	47	\$52.82	\$399,129
Admission to Movie/Theatre/Opera/Ballet	41	\$62.07	\$469,088
Admission to Sporting Events, excl. Trips	47	\$26.82	\$202,680
Fees for Recreational Lessons	43	\$55.69	\$420,873
TV/Video/Sound Equipment	58	\$673.06	\$5,086,311
Community Antenna or Cable Television	62	\$415.71	\$3,141,547
Color Televisions	50	\$68.60	\$518,408
VCRs, Video Cameras, and DVD Players	58	\$22.34	\$168,860
Video Cassettes and DVDs	58	\$35.15	\$265,640
Video Game Hardware and Software	57	\$18.65	\$140,938
Satellite Dishes	61	\$0.94	\$7,127
Rental of Video Cassettes and DVDs	54	\$32.30	\$244,125
Sound Equipment ³	48	\$76.25	\$576,258
Rental and Repair of TV/Sound Equipment	54	\$3.10	\$23,408
Pets	69	\$304.22	\$2,298,999
Toys and Games	61	\$110.00	\$831,283
Recreational Vehicles and Fees ⁴	73	\$329.89	\$2,493,005
Sports/Recreation/Exercise Equipment ⁵	57	\$130.32	\$984,805
Photo Equipment and Supplies ⁶	55	\$75.56	\$570,990
Reading ⁷	53	\$112.15	\$847,532
Food	60	\$5,023.64	\$37,963,631
Food at Home	62	\$3,094.53	\$23,385,383
Bakery and Cereal Products	61	\$443.26	\$3,349,737
Meat, Poultry, Fish, and Eggs	63	\$833.94	\$6,302,061
Dairy Products	62	\$338.62	\$2,558,944
Fruit and Vegetables	57	\$499.57	\$3,775,287
Snacks and Other Food at Home ⁸	63	\$979.14	\$7,399,354
Food Away from Home	57	\$1,929.11	\$14,578,248
Alcoholic Beverages	51	\$314.33	\$2,375,414
Nonalcoholic Beverages at Home	65	\$282.54	\$2,135,168



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	35	\$521.51	\$3,941,064
Vehicle Loans	70	\$4,316.39	\$32,618,987
Health			
Nonprescription Drugs	66	\$80.29	\$606,783
Prescription Drugs	78	\$452.03	\$3,415,983
Eyeglasses and Contact Lenses	62	\$51.28	\$387,517
Home			
Mortgage Payment and Basics ⁹	51	\$4,412.19	\$33,342,936
Maintenance and Remodeling Services	52	\$1,031.45	\$7,794,650
Maintenance and Remodeling Materials ¹⁰	71	\$266.27	\$2,012,197
Utilities, Fuel, and Public Services	64	\$2,786.50	\$21,057,565
Household Furnishings and Equipment			
Household Textiles ¹¹	53	\$73.74	\$557,258
Furniture	50	\$321.78	\$2,431,718
Floor Coverings	48	\$43.01	\$325,023
Major Appliances ¹²	64	\$187.14	\$1,414,208
Housewares ¹³	54	\$56.89	\$429,921
Small Appliances	62	\$22.68	\$171,378
Luggage	41	\$4.27	\$32,253
Telephones and Accessories	53	\$25.07	\$189,443
Household Operations			
Child Care	43	\$179.83	\$1,359,005
Lawn and Garden ¹⁴	73	\$327.99	\$2,478,641
Moving/Storage/Freight Express	49	\$26.31	\$198,848
Housekeeping Supplies ¹⁵	63	\$489.61	\$3,699,999
Insurance			
Owners and Renters Insurance	67	\$322.63	\$2,438,144
Vehicle Insurance	62	\$903.17	\$6,825,257
Life/Other Insurance	65	\$413.38	\$3,123,944
Health Insurance	69	\$1,363.64	\$10,305,057
Personal Care Products ¹⁶	58	\$274.91	\$2,077,515
School Books and Supplies ¹⁷	52	\$62.22	\$470,206
Smoking Products	75	\$359.95	\$2,720,146
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	69	\$3,935.94	\$29,743,873
Gasoline and Motor Oil	69	\$1,409.75	\$10,653,514
Vehicle Maintenance and Repairs	59	\$629.07	\$4,753,857
Travel			
Airline Fares	43	\$175.54	\$1,326,525
Lodging on Trips	52	\$211.71	\$1,599,899
Auto/Truck/Van Rental on Trips	40	\$17.29	\$130,686
Food and Drink on Trips	53	\$249.33	\$1,884,174

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.